

Department of History, Arts and Libraries  
Michigan Council for Arts and Cultural Affairs  
CULHAM PRESENTATION  
HOUSE APPROPRIATIONS SUB-COMMITTEE HEARING  
February 23, 2006

Good morning Representatives Amos, Cheeks and Taub.

It is an honor and a pleasure to share with you information about the Michigan Council for Arts and Cultural Affairs.

The Council works to encourage, develop and facilitate an enriched environment of artistic, creative, cultural activity in our state. Through a comprehensive program of services and matching grants, MCACA:

- Demonstrates the importance of arts and culture in daily living
- Provides broad public access to arts and cultural activities
- Supports arts and culture as catalysts for community revitalization and economic development
- Strengthens arts education
- Supports those who create, present or produce quality arts and cultural projects
- Encourages innovation
- Celebrates diversity
- Facilitates delivery of arts and cultural resources statewide
- Enhances the state's quality of life

**Jobs and Cultural Tourism and Economic impact**

Our clients, the organizations and individuals that makeup the arts and cultural sector work to create, perform, exhibit, make available and accessible world class experiences to share with and educate all of our state's citizens, from Iron Mountain to Monroe. That is their mission.

All of us in this sector understand that given Michigan's current economic situation we must do all we can to leverage the state's creative talent and cultural assets to spur economic growth and build community prosperity.

To this end, Council's programming addresses *core sector sustainability* (supporting vital arts and cultural organizations and projects as community assets that translate into jobs and economic activity) as well as seeking *growth* opportunities for additional job creation, enterprise development and cultural tourism.

The world of our clients revolves around bringing Shakespeare, traditional quilts, Jazz and Blues festivals or the Treasures of Egypt to Michigan and its citizens. But we understand that what you need to know the community impact these endeavors have beyond their vital intrinsic values. We understand you need to know about jobs, leveraged dollars, etc. And we are getting better at communicating to you those things you need.

In FY 2005, MCACA made 316 grants totaling roughly \$11.9 million. Over the last year MCACA funded clients employed 12,462 individuals, 4,637 of which were newly hired workers. And although 12,462 individuals is a significant number of employees, if you add to that number 83,389 artists employed 64,428 of which are Michigan artists that employment figure becomes far more important.

- These same 316 grants leveraged nearly \$295 million in other cash with a \$332 million overall match. This does not reflect the additional community economic activity generated by the projects.
- These same 316 grants directly reached 21.5 million individuals.

When you think of Cultural Tourism and economic impact it would be easy to consider the vast and varied efforts of the Detroit Institute of Arts, the Henry Ford or the Public Museum in Grand Rapids. So let me give you a different example of how seriously the arts and cultural sector has taken the call to understand and contribute to their community's economic prosperity in every area of the state.

The recent Chihuly in Kalamazoo exhibit was produced and presented by the Kalamazoo Institute of Arts. The KIA reports that the Chihuly exhibit, which ran from September 25 2005 to January 1, 2006, was responsible for \$5.2 million of impact on their local economy. This exhibit:

- Attracted an attendance of over 58,000 visitors from all 50 states, 16 foreign nations, and more than half from outside Kalamazoo County
- 80 % of the visitors were visiting specifically to see the exhibit,
- Visitor spending in the community yielded close to \$500,000 in personal income (wages and salaries) to area residents and supported 34 jobs
- The exhibit generated 2,349 room nights in area hotels

It is also worth quoting community business leaders "in addition to the national and international recognition that this exhibit produced, the arts – as an ever-expanding economic engine for the region – was recognized and celebrated. It truly solidified Kalamazoo as a destination for art excellence ... the KIA needs to be commended for successfully marketing the Chihuly exhibition. Not only was there important economic impact, including jobs and personal income, but the positive image which emerges is a tribute to the Kalamazoo metropolitan area and West Michigan."

Even our smallest organizations in the most hard to reach counties are focus on improving their community's economy. For example, MCACA's Rural Arts and Culture Program support projects that utilize arts and cultural resources to impact economic development and strengthen rural communities.

### **Quality of Life**

The story of the KIA can be repeated on various scales around the entire state... this exhibit was economically important in terms of numbers and invaluable in terms of image and just one example. Another example is the residency of the Royal Shakespeare Company hosted by the University Musical Society in Ann Arbor. Consider that this pre-eminent theatre company will be performing and providing educational opportunities through school visits and workshops this

coming autumn and that will be the only venue they will visit this year in all of North America. Of course the economic impact will be significant, but the real opportunity may well lie in the national media exposure Michigan will receive from the visit. That is what we mean by quality of life, the world-class experiences our clients offer that can bring a sense of pride and place to a community and shape our children's lives with unique opportunities.

But recognizing artistic excellence in Michigan doesn't end with the efforts of organizations. This year two Michigan Artists were recognized and awarded Prestigious MacArthur Fellowships by the John D and Catherine T MacArthur Foundation. Joseph Curtin, a master violin maker whose instruments are in demand world-wide and Aaron Dworkin, the founder and President of the Sphinx Organization of Detroit, whose mission is to expand access and increase the numbers of classical performance opportunities for young African-American and Latino musicians...the work his organization has done with Detroit school children alone could earn him this honor, but this Michigan man has changed the landscape of classical music in America.

### **Workforce development**

Among our client's exciting workforce development programs are those that involve the education and training of our states youth. There are many such examples, the Michigan Youth Arts Festival that involves over 60,000 students... the Sphinx Competition that offers training and performance opportunities to our future African-American and Latino classical musicians.

Another such program, on a smaller scale, is an organization in Royal Oak, Detroit Area Film and TV. This organization provides Student Animation workshops, presents the Student Film & Video Festival, and also participates in the Michigan Youth Arts Festival by presenting work and holding master level classes. The students involved in this program often find their way into the workforce at various levels within the media industry.

### **Delivery**

MCACA is a lean agency to say the least. We have learned to be efficient and to expand our reach through partnering. We know that by developing creative programming and combining our resources with those of local, state and regional partners and other collaborating organizations, the Council is able to serve all 83 counties of our state. Our regranting programs alone directly granted to organizations in 77 counties.

### **Closing**

I've given you only a small part of a very large story. We continue to examine our programs and respond to the needs of our clients in order to remain as vital to the sector and to the state's citizens. We have refocused our programs to foster greater understanding of and participation in economic development, cultural tourism and job sustaining efforts. We are an important, a flexible, creative and vital sector of the Michigan economy that is just beginning to explore new and creative ways that we can have a still greater impact... it is what we do.

Thank you for your time and attention.

Carol Culham, Director,  
Michigan Council for Arts and Cultural Affairs